

## 2005 CALENDAR OF EVENTS

<b>July 11-15</b>	<b>SEMICON West</b> Moscone Center, San Francisco, CA Web: <a href="http://www.semi.org">www.semi.org</a>
<b>September 7-9</b>	<b>The 7th China International Exhibition on Gases Technology, (IG, China 2005)</b> Hangzhou City, Zhejiang Province, China Web: <a href="http://www.China-gases.com">www.China-gases.com</a>
<b>September 12-17</b>	<b>International Essen Welding Fair</b> Essen, Germany Web: <a href="http://www.messe-essen.de">www.messe-essen.de</a>
<b>September 20-24</b>	<b>GAWDA 61st Annual Convention</b> Grand Wailea Spa & Hotel - Maui, HI Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>October 18-20</b>	<b>Medtrade 2005</b> Atlanta, Georgia Web: <a href="http://www.medtrade.com">www.medtrade.com</a>
<b>October 22-26</b>	<b>International Oxygen Manufacturers Association (IOMA)</b> Hong Kong, Peoples Republic of China Web: <a href="http://www.iomaweb.org">www.iomaweb.org</a>
<b>November 13-16</b>	<b>AWS — FABTECH</b> McCormick Place, Chicago Web: <a href="http://www.aws.org">www.aws.org</a>

## 2006 CALENDAR OF EVENTS

<b>March 11-16</b>	<b>Hydrogen Expo USA - NHA Conf.</b> Long Beach, CA Web: <a href="http://www.hydrogenexpo.com">www.hydrogenexpo.com</a>
<b>March 12-17</b>	<b>PITTCON 2006 - 57th Conference</b> Orlando, Florida Web: <a href="http://www.pittcon.org">www.pittcon.org</a>
<b>October 3-5, 2006</b>	<b>AWS — FABTECH</b> Atlanta, Georgia Web: <a href="http://www.aws.org">www.aws.org</a>
<b>October 14-18, 2006</b> (Tentative dates)	<b>GAWDA 62nd Annual Convention</b> Walt Disney World Dolphin, Orlando, FL Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>November 4-8</b>	<b>International Oxygen Manufacturers Association (IOMA)</b> Los Cabos, Mexico Web: <a href="http://www.iomaweb.org">www.iomaweb.org</a>

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## Art of Selling...

by Art Waskey

### The Power of Trust in the Sales Relationship



Paul, a particularly shrewd customer of ours, would compare our pricing on all large capital investment proposals. Recently, I was brought along to help negotiate a large bulk nitrogen system for a pending laser installation at Paul's facilities.

After an extended discussion about his family, business, and mutual relationships, Paul abruptly shifted the conversation to the business at hand with a pointed question, "I already have a favorable quote from your competitor; what is your BEST price for the same system?"

Does the above scenario have a familiar ring to your sales' experiences? I hear it several times per week as I travel with sales people. How do you ensure you are getting the optimum pricing for your sales and services... when selling commodities?

The answer reveals more about the level of trust that exists in your relationship with the customer than how much the specific customer will / will not pay for the purchase. How do you develop relationships that withstand competitive pricing pressures?

An excellent national sales trainer, Garry Duncan, President of Leadership Connections, states it well, "In sales, do unto others as they would have you do unto them." He goes on to say, "Building rapport is about being able to make other's point of view your own and having them accept your point of view as their own."

To successfully optimize competitive pricing opportunities, our sales team spends considerable time practicing role-playing scenarios that develop essential bonding skills. Specific skills targeted are: Interpretation of customers' body language; Ability to "match and mirror" customer tonality, words, and body language; Learning to sell to specific behavioral profiles, i.e., does the customer prefer information, results, or a relationship; Becoming an active listener; enabling the customer to carry the conversation for at least 80 percent of the time; Asking a lot of questions, and responding with short answers.

Our rep requested to see the competitive proposal — the competition's pricing was absurdly low! Knowing the competitive parameters, we were able to find some used equipment and lower-cost accessories to get our final proposal in the "ball park". After several meetings, we secured a five-year contract at "optimum" pricing.

When selling a commodity; the customer has the ability to purchase from multiple distributors. What differentiates the successful proposal is how well you have established effective, lasting relationships? Are you, as Stephen Covey states, "Sharpening Your Sales Saw" through practicing these fundamental skills, or just another commodity vendor competing by price?

*Art Waskey is currently Vice President of Sales & Marketing for General Air Service and Supply Company in Denver, Colorado. He is also a sales consultant, motivational speaker, and Distinguished Toastmaster. He can be reached via e-mail at [awaskey@generalair.com](mailto:awaskey@generalair.com) or his business website [www.impactspeakingdynamics.com](http://www.impactspeakingdynamics.com).*